

Somerville Climate Forward
Education and Outreach Meeting #3
June 14, 2018

Attendance

- Ramon Bueno
- Monte Allen
- Sydney Berkman
- Ben Elgart
- Mike Powers, OSE Summer Fellow
- Hannah Payne, City of Somerville

Overall Plan Communication and Engagement

- A timeline or some indication of time sequencing would help the plan feel more real and would emphasize importance and urgency.
- Create simple way to indicate who is in charge of each of the solutions. Which actions will need the most citizen involvement? Tell people which actions they can get involved in with an icon or another indication.
- In general, solutions get down into details, which is good for reasoning and background information. Need a summary of the actionable items in one document.
- Branding and framing should convey that the plan will continue to evolve.
- Topical approach makes a lot of sense from City perspective and to strategically approach big problems, but it doesn't work as well for a resident to understand what it means for them or how they can get involved.
 - You shouldn't have to read through the whole thing to figure out which apply to residents or not.
 - Organize actions by different kinds of constituents.
- Don't leave goals to open discussion.
- A lot of the focus is on justification on each of the priorities. Missing actionable items by renter, leader, elected official, etc.
- Need more graphics. Show visually that there is feedback in developing this plan and going forward.
- Make materials easy to enter even there is more detail. Climate Ready Boston – has a lot going on but what they did well is that they have a lot of graphics and different ways to go in, neighborhood sections. Web access that is interactive.
- In the long-run, having quotable references from affected or key members and many voices.
- Actions may be similar across neighborhoods but people look at things by neighborhood. Even if neighborhood plans are pretty similar, people relate to them differently.
- Some people will want to learn and others will just want to act. People are looking for different types of information.
- Create action recipes – focus on the steps people can take.

- Highlight successes or share annual report on metrics (how are we doing) in local newspapers and magazines.
- Need to think clearly about information dissemination strategy. Not just the documents and website.
- Always have a section for, what can I do? And what's in it for me?

Culture of Climate Action

- For those who aren't as familiar with Somerville's social landscape, define Somerville Community Based organizations (give examples).
- This solution relates to all of the other because this is the mechanism to get the word out. There will be stages of reaching out that build on one another. Permanent campaign that builds on itself. First years will need to build the infrastructure.
- NOAH in East Boston has a good model—hold meetings and workshops in the evenings and on weekends. Led charrettes by neighborhoods, which were successful at having engaging discussions.
- Support the approach of having neighbors communicating with neighbors and neighborhood leaders helping the city to understand the unique needs and challenges of community.
- Organizations that are already involved with community already know a lot about how to communicate with community. Alleviate the perception that this is only a city agenda being imposed on the population.
- Focus on involving the population on formulating and implementing the plan/ solutions. Engage with Somerville Elder Services and faith communities to see what they think about it. Intention is there but plan should reflect insight that community organizations already have.
- Highlight that there was participation in developing the plan, but also be clear that the goal is to have massively more participation going forward.
- Plan will be met with more enthusiasm if more relevant parties are involved in reviewing the plan and providing input.
- Precedents – don't say much for the people who are implementing the solution.
- Organizing coalitions – one thing missing: having climate events.
 - Climate action day – collaborate with other cities to have regional event.
 - Arts council style events – incentives for people to sign up for things.

Tree Canopy

- Need to have goals that are achievable, but also go into enough detail to hold the city accountable for action.
- City isn't in charge of all property. Need to galvanize residents to do their part. Businesses need to do their part.
- What can renters do to support the tree canopy?
- Need language that says how do I participate? How do I plug in? Trees are accessible and have great educational value. Make connection to health.

Ongoing Engagement

- Education and Outreach will continue to be a big part of the plan. Need to bring increase diversity in engagement.
- Have big public meeting focused on actions you can take and the goal isn't coming up with new ideas.
- Facilitate discussions with diverse populations and ask, what have you heard about these topics? These can be done by volunteers/ambassadors too.
- Working group meetup – interested in hearing from other groups.